




USDA's Fresh Fruit and Vegetable Program (FFVP)

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Learning Objectives

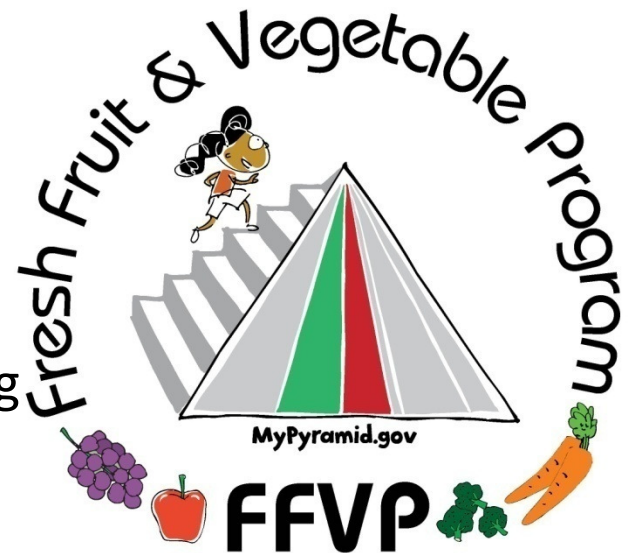
- Understand the implementation USDA regulations and guidelines for success of the FFVP
- Identify the correct process for completing required paperwork and monthly claim
- Identify nutrition education activities for the fall 2010
- Identify partners for a school/community implementation team
- Identify ways to promote and market the program to school staff and community partners

What is the FFVP?

The Fresh Fruit and Vegetable Program (FFVP) is a USDA funded program that provides free fresh fruits and vegetables to children in participating elementary schools throughout the school day.

The goal of the FFVP is to:

- Create healthier school environments by providing healthier food choices
- Increase children's fruit and vegetable consumption
- Create an opportunity to provide nutrition education
- Positively influence children's life-long eating habits
- Combat childhood obesity





FFVP Binder Contents

Each School District, new in the 2010-2011 school year, will receive one FFVP Binder. Contents may be copied for each school participating in the program.

- Fresh Fruit and Vegetable Program Handbook
- Highlights from the FFVP Handbook
- Claim Reimbursement Instructions for FFVP
- Procurement Ideas and Resources
- Promotion of the Program
- Nutrition Education
- Food Safety



USDA Guidelines

Within basic requirements, your school district has flexibility to develop your own implementation plan:

- Involve your teachers and other school staff
- Decide when, where, and how to serve FFVP
- Choose what fresh fruits and vegetables to offer children



Who can receive fresh fruits and vegetables?

- All enrolled students at the FFVP school regardless of their eligibility status (free, reduced-price or paid), participating in the NSLP/SBP or grade level (Head Start, Pre-K, or Early Childhood)
- Teachers and administrators are encouraged to participate with the students

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Times and frequency of service

- Determine how the program will work best at your school
- During the school day, excluding meal periods
- Can offer different grade levels on alternate days, but ensure equal distribution across all grades
- Can NOT be served during the National School Lunch Program or Special Breakfast Program meal periods
- Program must operate at least 2 days each week through out the school year

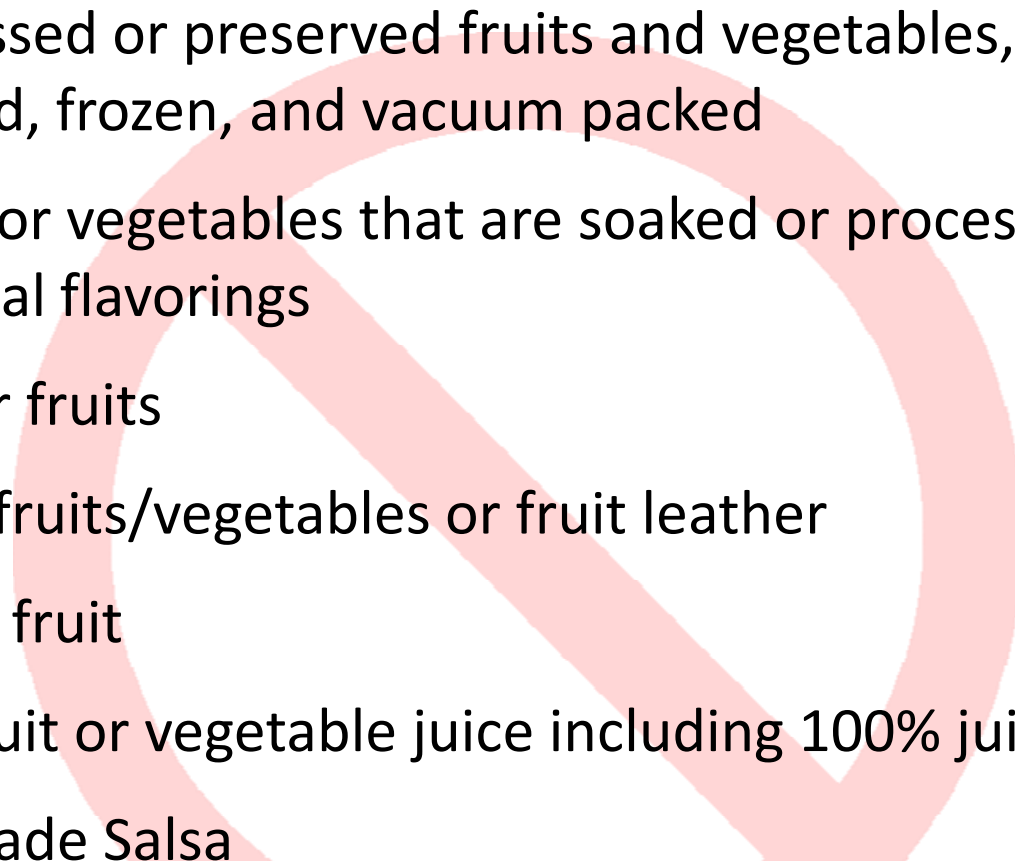
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Locations of service

- Inside classrooms
- Hallways
- Inside the cafeteria (NOT during meal periods)
- In free vending machines
- At kiosks/carts/baskets
- In the school/nurse's office
- School assemblies
- Student club meetings only if during the school day

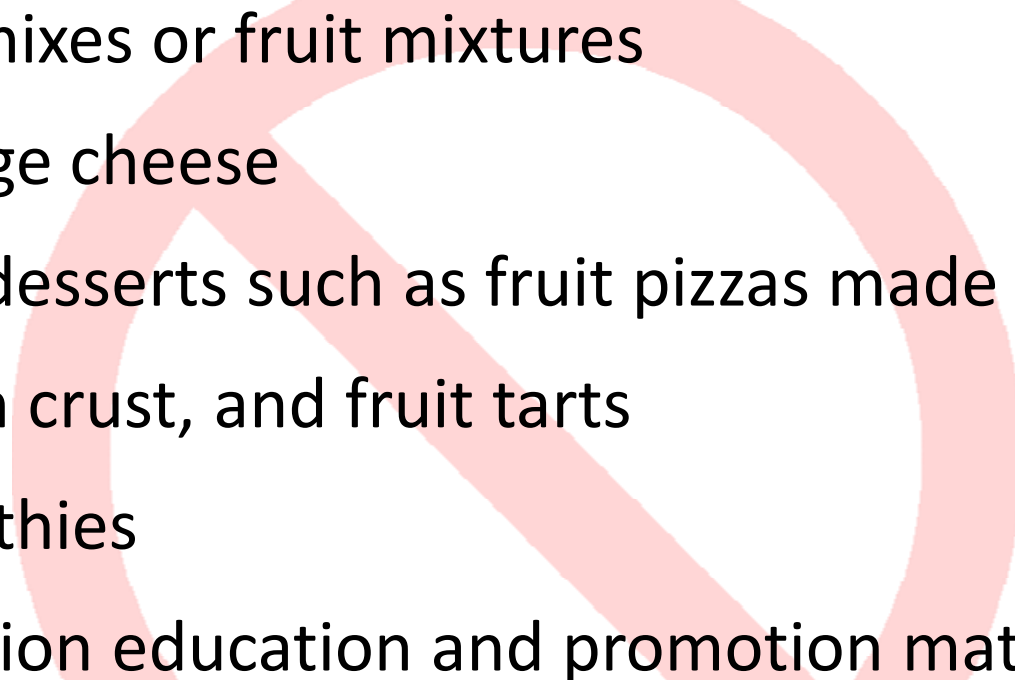


FFVP funds may NOT be used to purchase the following:

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- Processed or preserved fruits and vegetables, such as canned, frozen, and vacuum packed
 - Fruits or vegetables that are soaked or processed with artificial flavorings
 - Dip for fruits
 - Dried fruits/vegetables or fruit leather
 - Jellied fruit
 - Any fruit or vegetable juice including 100% juice
 - Pre-made Salsa



FFVP funds may NOT be used to purchase the following:

- 
- Trail mixes or fruit mixtures
 - Cottage cheese
 - Fruit desserts such as fruit pizzas made with cookie dough crust, and fruit tarts
 - Smoothies
 - Nutrition education and promotion materials



Further Vegetable Guidance

- If you serve dip with vegetables as part of FFVP, you must choose low-fat, yogurt-based dips or other low-fat dips.
- Serving size of low fat dip should be what is commonly noted as a serving size for condiments; in most cases, no more than one tablespoon.
- Fresh (not canned or frozen) vegetables that are cooked, must be limited to once a week and always as a part of a nutrition education lesson.
Example: sweet potato



Budgeting FFVP Funds

Allocation will be approximately \$60.00 per enrolled student per school year.

Allocation will be divided into two periods:

- Period 1: July 1, 2010 - September 30, 2010
Use for FFVP costs in August and September
Use for Obligating Funds for October/November
- Period 2: October 1, 2010 - June 30, 2011
Use for remaining months in the school year

Operating Costs:



- Fresh Fruits and Vegetables
- Low/non-fat dips for vegetables
- Nonfood items – napkins, paper plates, disposable gloves, trash bags, serving bowls and trays
- Value added services: precut produce, ready made trays, delivery charges
- Labor directly related to the preparation, serving, and cleanup of fruits and vegetables



Administrative Costs:

Limited to 10 percent of your school's total FFVP grant allocation per funding period.

Allowable Administrative Costs

- Equipment purchase or lease, such as coolers, carts, refrigerators, portable food bars, etc.
- Labor (not related to the preparation and service of fruits and vegetables) including salaries and fringe benefits for employees who compile and maintain claims and other reports, plan and write menus, order produce, track inventory, and coordinate promotional activities.




Monthly Claims

- Use forms provided to track FFVP operational and administrative costs for the month. Keep all invoices and receipts on file.
- Submit FFVP costs with monthly claim for reimbursement. (See example in binder.)
- All claims are due by the 10th of the month
- Claims over 60 days, after the month the FFVP is offered ,will not be paid

Procurement Strategies

Growers, Vendors, and Distributors

- Abundant Montana (AERO)
- Farm to School Program
-  DOD Fresh (p. 14 FFVP Handbook)



Proper Procurement Procedures

- Buy American
- Geographic Preference
- Seasonal Produce Chart
- National Fruit and Vegetable Retail Report



Promoting the FFVP

Who is your audience?



Promotion

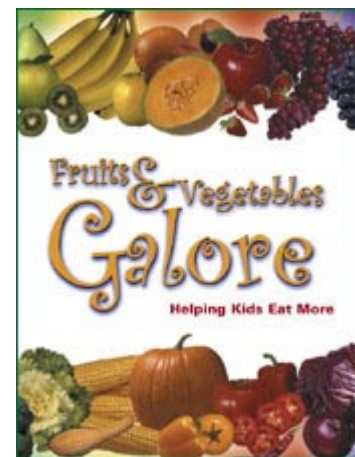
- Press Release
- Fruits & Vegetables Galore
“Meal Appeal”

http://www.fns.usda.gov/tn/resources/fv_galore.html

- Bulletin boards/Newsletters
- Harvest of the Month –
“Monthly Elements”

<http://harvestofthemonth.com/>

- Parent & Teacher brochures from OPI



Promotion

Keep track of your progress!

- Document your efforts
 - Success Stories
 - FFVP Artwork & Projects
 - Photos
- Future FFVP Survey
- Share your Success - FFVP Toolkit

www.fns.usda.gov/cnd/ffvp/Toolkit/FFVPtoolkit.htm



Nutrition Education Ideas

Q. What type of nutrition education is required?

A. Any activity that fits the students at your school.

- Announcements
- Book & a basket
- Factsheet & a fruit or vegetable
- Mystery fruit or vegetable
- Taste & Vote for the fruit of the week
- White board with “Veggie of the Day”



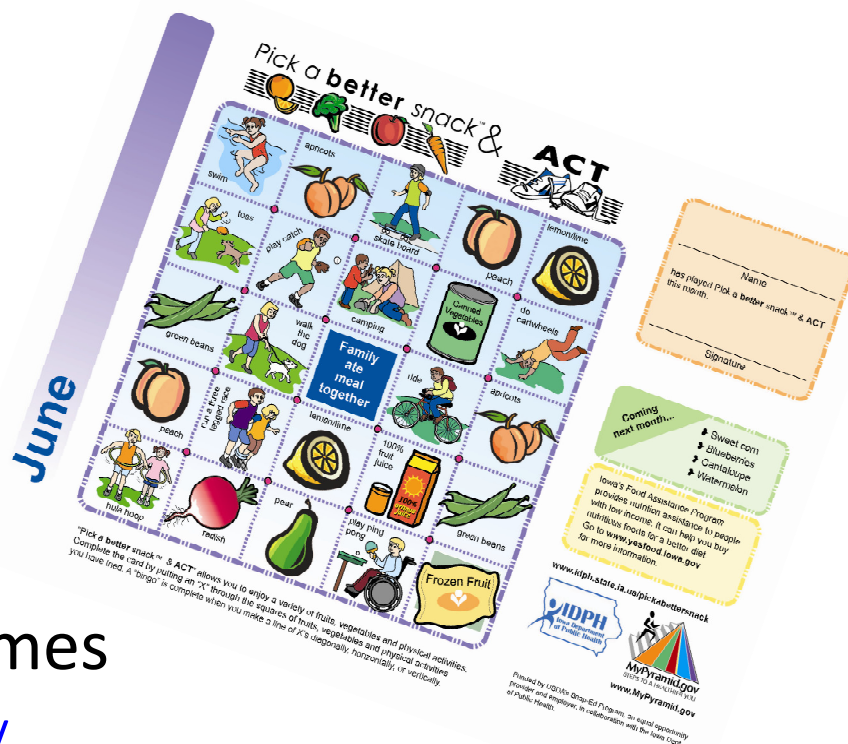
Nutrition Education

Free resources:

- Fact sheets
 - Pick a Better Snack
 - Fruit & Veggie Cards
- Curriculum materials
- Recipes
- Coloring Books & Games

<http://www.foodchamps.org/>

- Fun Nutrition Events – tasting party, health fair, assemblies





Nutrition Education

Form partnerships:

- MSU Extension & SNAP-Ed
Dana Thompson,
SNAP-Ed Nutrition Education Program
- Eat Right Montana (newsletters sent to superintendents)
- Montana Action for Healthy Kids
- Montana NAPA (Nutrition And Physical Activity Program)
- Grocery stores and farmers markets
- School Wellness committee
- PTA and community groups

